Home Appliance *NewsLine*

An AHAM Bulletin to Editors

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MAJOR APPLIANCE SHIPMENT DOWNTURN EASES IN OCTOBER

CHICAGO -- Total major appliance factory shipments were relatively flat in October (-0.5 percent), while shipments of core products rose significantly (6.5 percent), reports the Association of Home Appliance Manufacturers (AHAM).

Although the decline in total shipments was the smallest in a continuous string of monthly disappointments this year, AHAM cautiously avoided reading too much good news into the current numbers.

Since recessionary pressures are still in sight, the Association believes that a few consecutive months of shipment increases are necessary before the home appliance industry can begin to feel upbeat.

October shipments surpassed 3.7 million units, falling only 20,000 units short the previous October level.

By comparison, the core products -- refrigerators, gas and electric ranges, dishwashers, washers and dryers -- advanced beyond their year-ago level by 156,000 units. These products represent the bulk of business for full-line manufacturers.

Shipments of three core products were particularly strong:

- Refrigerators (647,600 units) achieved a new October high,
- Gas ranges (244,900 units) had their best October since 1950, and

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· Automatic washers (592,700 units) reached their second-best October level ever.

Year-to-date shipments of 36.6 million units were down 7.1 percent, compared to the first 10 months of 1990.

With the year almost completed and the two remaining months traditionally slow for appliance shipments, it appears that the industry will not meet the 1991 forecast of 43.3 million units.

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MAJOR HOME APPLIANCE INDUSTRY SHIPMENTS*, THOUSANDS OF UNITS
October, 1991

	OCTOBER			CALENDAR YEAR TO DATE		
	1991	1990	% Change	1991	1990	% Change
ALL MAJOR APPLIANCES**	**3,759.6**	**3,779.1**	**-0.5%**	**36,560.7**	**39,338.6**	**-7.1%**
COOKING - TOTAL	**1,293.9**	**1,433.6**	**-9.7%**	**10,296.3**	**11,457.2**	**-10.1%**
ELECTRIC RANGES - TOTAL	318.8	317.6	0.4%	2,731.3	2,894.3	-5.6%
Free Standing	227.1	219.2	3.6%	1,926.5	1,979.1	-2.7%
Built-In	55.7	58.6	-4.9%	467.8	529.3	-11.6%
Surface Cooking Units	36.0	39.8	-9.5%	337.0	385.9	-12.7%
GAS RANGES - TOTAL	244.9	229.6	6.7%	1,957.1	2,035.3	-3.8%
Free Standing	212.5	199.6	6.5%	1,665.4	1,725.9	-3.5%
Built-In	8.7	9.2	-5.4%	73.8	88.0	-16.1%
Surface Cooking Units	23.7	20.8	13.9%	217.9	221.4	-1.6%
MICROWAVE OVENS/RANGES***	739.0	898.9	-17.8%	5,684.2	6,646.2	-14.5%
HOME LAUNDRY - TOTAL	**1,010.9**	**926.7**	**9.1%**	**8,824.6**	**8,991.8**	**-1.9%**
AUTOMATIC WASHERS	592.7	534.6	10.9%	5,244.0	5,329.2	-1.6%
DRYERS - TOTAL	418.2	392.0	6.7%	3,580.6	3,662.6	-2.2%
Electric	311.3	298.8	4.2%	2,744.4	2,819.9	-2.7%
Gas	106.9	93.3	14.6%	836.2	842.7	-0.8%
KITCHEN CLEAN UP - TOTAL	**666.8**	**708.6**	**-5.9%**	**6,459.9**	**6,852.3**	**-5.7%**
DISPOSERS	312.4	346.7	-9.9%	3,383.8	3,610.2	-6.3%
DISHWASHERS - TOTAL	342.0	344.6	-0.8%	2,969.0	3,081.4	-3.6%
Built-In	322.4	324.4	-0.6%	2,800.1	2,905.4	-3.6%
Portable	19.6	20.2	-3.0%	169.0	176.0	-4.0%
COMPACTORS	12.4	17.3	-28.3%	107.0	160.7	-33.4%
FOOD PRESERVATION - TOTAL	**765.4**	**691.1**	**10.8%**	**7,450.2**	**7,255.1**	**2.7%**
REFRIGERATORS	647.6	589.7	9.8%	6,267.9	6,156.1	1.8%
FREEZERS - TOTAL	117.8	101.4	16.2%	1,182.3	1,099.0	7.6%
Chest	67.9	51.5	31.8%	661.6	613.8	7.8%
Upright	49.9	49.8	0.2%	520.7	485.2	7.3%
HOME COMFORT - TOTAL	**22.7**	**19.2**	**18.2%**	**3,529.7**	**4,782.2**	**-26.2%**
ROOM AIR CONDITIONERS	21.7	2.5	768.0%	2,699.4	4,058.0	-33.5%
DEHUMIDIFIERS	1.0	16.7	-94.0%	830.2	724.2	14.6%

* Includes shipments for the U.S. market whether imported or domestically produced, and export shipments
** Numbers do not add because of overlapping product categories.
*** Includes microwave ovens and combination microwave ovens/ranges.